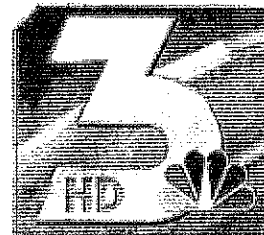


**ORDER**

KSNV

**Orders**

**Order / Rev:** 102147  
**Alt Order #:** 06815976  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2214  
**Flight Dates:** 10/08/12 - 10/14/12  
**Original Date / Rev:** 05/24/12 / 10/02/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**

**Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**

**Name:** Heck, Joe for Congress *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total  |
|-------------|-------|--------|
| KSNV        | 37%   | \$0.00 |
| Market      | 100%  | \$0.00 |

| Competitive Share | Share | Total  |
|-------------------|-------|--------|
| CABLE             | 0%    | \$0.00 |
| KBLR              | 0%    | \$0.00 |
| KFBT              | 0%    | \$0.00 |
| KINC              | 0%    | \$0.00 |
| KLAS              | 27%   | \$0.00 |
| KLVX              | 0%    | \$0.00 |
| KSNV-             | 0%    | \$0.00 |
| KTNV              | 20%   | \$0.00 |
| KTUD              | 0%    | \$0.00 |
| KVVU              | 16%   | \$0.00 |
| KVWB              | 0%    | \$0.00 |
| LV1               | 0%    | \$0.00 |
| UNKWN             | 0%    | \$0.00 |